

ABSTRACT OF THE DISCLOSURE

When a color image is corrected on data of lightness, saturation and hue, contrast is corrected based on lightness, and maximum saturation is determined at least based on lightness. Change in saturation is calculated according to the determined maximum saturations for the lightness before and after correction, and saturation is corrected with the change in saturation. Alternatively, saturation correction factor is set, and maximum saturation is determined at least based on lightness. Saturation correction quantity of each pixel is calculated such that a ratio thereof to the maximum saturation becomes the same by considering the saturation correction factor and the maximum saturation. The image is corrected with the saturation correction quantity.

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